

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII.

NEW YORK, JUNE 26, 1895.

No. 26.

To Schools, Colleges
and Hotel Men

In placing advertising for 1895,
do not lose sight of the fact that

The Republic

will operate in connection with
this particular branch of its ad-
vertising department an . . .

Information Bureau.

Full particulars concerning Summer Resorts, Hotels, Schools, Colleges, Transportation, Routes, Tours, etc., will be promptly furnished upon application. Detailed and specific information, not found in circulars, booklets and the like, will be given those visiting the Bureau or supplied by mail.

NO CHARGE WHATEVER FOR ANY

SERVICE RENDERED.

This arrangement will make it particularly advantageous to have your resort or institution represented in THE REPUBLIC'S advertising columns. Estimates quickly furnished by

THE REPUBLIC, ST. LOUIS, MO.

Or at New York Office, 146 Times Bldg.



..Women

read the local paper fully as much as the men. The entire household is made acquainted with all there is in it.

The advertisements are studied as

well as the locals and the news of the day.

Women influence the expenditures, and are influenced by what they find in their local paper.

They want the necessities and many of the comforts, and they are pretty apt to get them.

A million families—men, women and children—are reached weekly by the Atlantic Coast Lists.



The lists comprise 1450 local papers.

One order, one electrotype does the business. Catalogue for the asking.



ATLANTIC COAST LISTS,
134 Leonard Street, New York,

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XII.

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REACHING THE RICH.

I believe it was Mr. Howells who remarked that we have no leisure class in America, but that we have a leisure sex. A moment's reflection will show how true this observation is. Our millionaire bankers and brokers probably work longer and harder than the meanest of their clerks, while at home their wives, having an abundance of servants, while away the hours with literature, art, music and kindred diversions.

The question of reaching the rich consequently resolves itself into a question of reaching their wives as a main object. A natural result of this question is: What do they read?

That both rich men and women read newspapers, does not admit of question. While thinking of Mr. Howells, we remember how Silas Lapham, in the heaviest rush of his business, never failed to read his paper, just as the modern business man never fails to read it on the train, at least cursorily. Indeed, the only way of reaching the "modern Midas" at all directly is through his newspaper.

It seems to me to be a mistake to think that a two-cent paper necessarily has a better class of readers than a one-cent paper simply because it costs a cent more. Also that a sensational paper has a less desirable class of readers, from a pecuniary standpoint, than one that is not sensational. The mania for sensationalism does not depend upon the state of a person's pocket-book, but is an acquired taste. The rich have it as well as the poor, and to condemn a paper as a medium for reaching the elite, simply because it gives the news in a spicy manner, is sheer nonsense. Many of the staid and dignified papers are read by poor people, while large numbers of the most sensational are read by the rich.

At the time when the magazines cost twenty-five and thirty-five cents each, it was fair to assume that they

reached people in comfortable circumstances. Now that some are sold for a dime, and it appears that all will soon follow in the same direction, their special fitness for reaching the rich has been impaired to a great extent. A magazine like the *North American Review*, costing fifty cents per issue, can still, however, be expected to reach people who are very comfortably situated.

The humorous papers have always been regarded as of special fitness for reaching the wealthy in an advertising way. Their price of ten cents a copy is high compared with other periodicals and this fact has probably much to do with the character of their circulation.

Publications in the style of the *Club*, *Town Topics*, the *Rider and Driver* and the *Home Journal*, New York, reach the wealthy almost exclusively. They are essentially the organs of society in its various phases, and have little interest for the middle classes, save perhaps those who have a monomania for imitating upper-tendom even to the extent of reading what it reads.

As the years go by, the advertiser will care less and less to reach the rich exclusively, since the cheapening of many articles, as well as easy terms of payment, will make the poorer people purchase them. Thus it is not so many years ago that sewing machines and pianos were the special prerogatives of the wealthy; to-day we find them almost in every home. This is due not so much to their being cheaper, as to the fact that they can be paid for in small instalments, a factor that is breaking down the wall between the rich and the poor in the purchase of almost all articles that cost considerable money. A clerk can now own an *édition de luxe* of his favorite author by paying two or three dollars a month, when years ago this was the privilege only of his wealthier neighbor. Consequently expensive editions

of books, as well as pianos and other high priced articles, can be remuneratively advertised in publications that do not reach any but the middle classes.

G. T. C.

A NEWSPAPER WITHOUT ADS.

New York has a daily newspaper that will not insert advertisements. It is called *The News-Leaf*, is edited and published by Mary Bacon Ford, consists of four small pages, and sells for one cent. It appears two hours later than any other morning daily—that is, at five o'clock in the morning—and aims to condense the news under appropriate headings for ready reference. It announces that it will try to overcome mechanical difficulties and grow yet smaller in size. The venture—now a week old—is said to have been moderately successful. It will be interesting to see whether a daily newspaper without advertising can succeed in New York.

A representative of PRINTERS' INK visited the editorial department of the *News-Leaf* and gleaned some interesting facts.

"Our aim," said the gentleman in charge, "is simply to produce a newspaper—one that gives the news without any padding, without any editorial comment and without any ads. A man can absorb by our paper every particle of the previous day's news while eating his breakfast. The ordinary newspaper has become so bulky that the ordinary newspaper reader glances only at the headings, and, perhaps, at only a part of these.

"The condensing of news may be somewhat new in newspapers, but the idea is comparatively old in magazines. Publications like the *Review of Reviews*, the *Literary Digest*, *Littell's Living Age*, *Current Literature*, are in literature what the *News-Leaf* aims to be in journalism—a sort of review of the entire field in a form ready for the quickest assimilation.

"We will have no headings, no write-ups, no illustrations, and, what will perhaps interest the readers of PRINTERS' INK most, no advertisements. The desire for advertisements and the aim to charge the highest possible rates for advertisements and make them support the paper entirely is, we believe, the reason for the large amount of circulation lying now being done. We think we

can make our circulation support us. The gratifying success we have had so far strengthens us in this belief.

"In regard to news, we will give important matters with as much fullness as they deserve, but matters of very little significance will, of course, be greatly condensed. For instance, when a murderer is hanged, it is of little importance what he ate on the day of his execution. Our treatment of sensational happenings will be such that a father can put the entire paper into the hands of all his children—something that it is not always possible to do with other papers."

COLLEGE PERIODICALS.

By H. C. Pearson.

It does not appear to the writer that the opportunities for advertising which college periodicals afford are taken advantage of by the great body of men who have things to sell. The cigarette manufacturers and dealers in sporting goods have discovered this fertile field and generously cultivated it, but in many cases they are almost entirely alone.

As a matter of fact the college boy needs, or thinks he does, everything which an older man does, and a good many other things besides. Here in the East, at any rate, he generally has plenty of money and spends it freely for whatever his fancy or the need of the moment dictates. The way to attract his attention is by "catchy," well-written advertisements in the publications in which he is most interested; those, of course, of his own college.

College publications include, first, the daily papers issued at the large universities, Harvard, Yale, Cornell, etc. These are small, four-page affairs, containing the college news of the day and timely editorials thereon.

Where these dailies are supported, the weekly publications are devoted to humor or light literature. At Harvard, for example, the famous *Lampoon* and the *Advocate* are both weeklies, the former made up of breezy jests, verse and paragraphs; the latter of remarkably good short stories and poetry of more serious purpose than the *Lampoon's*.

In the smaller colleges the weekly or fortnightly paper, usually the former, serves as the news medium, and in most cases adds other special features. Where no monthly magazine is issued

the newspaper serves to represent as well the literary element of the college and contains stories, poems and, rarely, essays.

The monthlies are in all cases, I think, devoted to literature, or, at least, to collegiate attempts at it. In the larger institutions they are apt to be a bit heavy reading for the outsider, while in the smaller ones there is more life if also more crudity.

A fourth and important class of publication at our colleges is the annual. This is usually a large and handsome book, selling at from 50 cents to \$2 per volume. It is a complete directory of the college or university and all of its undergraduate organizations. It is generally profusely illustrated with half-tones and original drawings. Especially in the "freshwater" colleges a feature is made of unsparing jokes upon faculty and undergraduates alike.

This in a word is the college press. It belts the country from Bowdoin to Leland Stanford, from Ann Arbor to Sewanee. Its voice rises, not always in unison, but generally with something of interest to say, and it reaches a far wider circle than the million young men and women for whom it is originally intended.

A manufacturer or dealer deciding to try college advertising may ask which mediums of the four will best repay him. The answer is, if his wares are standard and staple, like Tiffany's for example, choose the monthly or the annual. If it is desired to push a novelty take the daily or the weekly. And, in any case, well gotten-up advertising, carefully placed in college publications, will bring satisfactory returns.

THE AMERICAN NEWSPAPER DIRECTORY FOR 1895.*

The American Newspaper Directory for 1869 first gave a complete list of newspapers in the United States and Canada, with circulation ratings. The volume was eagerly welcomed and its publishers have since issued the book annually. Each year it becomes more trustworthy, and is the acknowledged standard authority on American newspaper statistics.

The circulation ratings in the 1895 edition represent the average issue for a year preceding the date of the re-

port—practically the average issue for 1894. Ratings in figures, or by a letter followed by one asterisk, are based upon a report furnished by the publisher, and such ratings are absolutely reliable. The publishers will pay a reward of \$100 for each and every case where it shall be proved that a paper so rated was not entitled to the rating accorded.

To be correctly rated it is only necessary for a publisher to know what his edition has been for the year, to set forth the facts, date the statement and sign it with a pen. A reward of \$25 is offered to any publisher who proves that he handed in such a report and that his paper was not accorded the circulation rating established thereby.

During compilation a report of some kind was received from 12,505 publications—a much larger percentage than ever before. Each remaining publication, catalogued in full, was seen and examined or believed to be in existence; 4,459 gave actual circulation figures covering the full year and are rated in Arabic figures in accordance with the report, the correctness of the figures being guaranteed under a forfeiture of \$100. Formerly only one report in twenty was of this kind; now it is one in three, and one in five of the entire number published. Reports from 5,687 were not sufficiently definite to enable the editor (after correspondence) to arrive at exact issues for a year, and the circulation in these cases is indicated by a rating letter.

Newspapers which appeared in the Directory for 1894, from which, after repeated attempts, no information could be obtained, are entered by name and frequency of issue only, followed by an interrogation point.

A valuable feature has been admitted, this year, giving publishers an opportunity to state, in their own words, whatever they choose about their publications, immediately following the technical description of their papers. All such notices are preceded by the word "Advertisement."

NUMBER OF NEWSPAPERS.

In 1894 the Directory catalogued 20,169 newspapers. Of these 2,133 have since died, leaving 18,036. The present Directory contains 20,395 newspapers, 2,359 of which are new or appear for the first time.

* Issued June 15th.

HE GOT THE ORDER.

BUT NOT FOR HIMSELF.

Caller—Mr. D, I represent the firm of B & C, expert ad-writers. Will you not allow us to submit to you a sample of our work, subject to your approval?

Mr. D—It would be useless, sir; I prepare all my own ads.

Caller—But, my dear sir, an expert who has made a careful study of his business is sure to say only what should be said, and —

Mr. D—That also is unnecessary. If a person keeps his name continually before the public it doesn't matter much what he says. Besides, I can't afford to spend more in advertising than the \$800 I am paying for space.

Caller—Very well, sir. Then can you not employ me as one of your regular drummers?

Mr. D—Possibly. What are your qualifications?

Caller—I can talk to more men in a day than any one else in town.

Mr. D—But, my dear sir, talk alone may not sell goods. What can you do? What will you say to them?

Caller—Oh, that don't matter. Just rig me out in an \$800 suit and I will agree to keep your name before them. So long as I do that it won't matter what I say.

And Mr. Dean, as the caller departed, looked at the carpet as though he saw the point of something sticking up there, while the office boy attempted to collect the widely distributed strains of "Sweet Marie." Then Mr. D reached for his pen and gently wrote an order to an ad-smith without a runner for one ad per week.

WILDER GRAHAME.

CHURCH ADVERTISING.

In the midst of the rush of advertising, the church ad is conspicuous mainly by its absence. Very few churches make any use of printers' ink, and they do not make the use of it that they might. Now I put it as a question to the church at large, why should not churches advertise? It seems to me that there are many reasons why they should. The church as an institution is engaged in the best work possible; it has something which all men need. Why does it not place its work and its claims before the

public in a popular style? Why not advertise? True, it has its religious papers and thus, to a certain extent, does advertise, but how many of the people whom it wants to reach ever read a religious paper? The people who take the denominational paper are the people who least need to be told of the church's work. Many churches advertise by posting in hotels and other prominent places notices of their regular services; this is all right as far as it goes, and produces good results; but to one reached in this way there would be a score reached if the same notice was inserted in the local papers.

But why don't the church advertise? Chiefly, perhaps, because its members do not yet perceive the great advantage of advertising, and have a prejudice against it because so many of the evils which the church sets herself to combat make use of this means. This latter, so far from being an argument against the church ad is one in its favor; it shows that the church is sleeping, while its foes are on the march. Because an agency has been put to a bad use is no reason why it should not be put to a good one. The church is behind the times in this respect. If our churches will make use of modest but attractive ads, in local and standard papers, they will attract larger audiences and be enabled to reach more people. The church ad, by appealing directly to the masses, will also tend to lessen the growing animosity of the laboring class toward the church.

If our churches, then, would keep up with modern methods and push forward the work intrusted to them, let them use the means at their hand, and, applying the same good sense here as in business, let them advertise.

G. C. ALBORN.

COULDN'T DO IT.

An exchange paper tells a story of a man in London who determined to spend all he made during the first year in advertising. He soon found that it was impossible, for the simple reason that the more he advertised the more he made, and after a strenuous effort to get rid of his money in advertising he had to give it up. If you don't believe it, try it.—*Charleston Mercury*.

THE man whose business seems to shrink,
Should try the hints in PRINTERS' INK.

What's the use of talk-
ing, there's no paper to
compare with : : :

The Sun

That's what its 'readers
say, and this is appli-
cable quite as much to
its advertisements. : :

The Sun

Is first. There is no
second. Address THE
SUN, New York. : :

**"Skill and Patience Will Succeed
Where Force Fails."**

You can't force people to buy your goods, but you can
persuade them by judicious advertising to do so.

Women do most of the buying, and

**A Good Advertisement is Bound
to Influence Them . . .**

When placed in their favorite
paper, the

**Ladies' Home
Companion**

Which had on April 1, 1895, 161,414 paid-in-
advance subscribers, distributed at 36,703
post-offices. We guarantee to print and cir-
culate at least

165,000 Copies Each Issue.



MAST, CROWELL & KIRKPATRICK, Publishers,

NEW YORK CITY,
108 Times Bldg.

SPRINGFIELD,
OHIO.

CHICAGO, ILL.,
1643 Monadnock Block.

CONAN DOYLE DETECTED

in PHILADELPHIA the finest men in America. Their thriftiness, regular habits, and home life, make them so.

Experience has shown them to be what they ought to be—the best and most profitable set of men to reach through the newspapers. The paper of most of them—the paper they read carefully, regularly, thoroughly, in their leisure, at home, evening hours—is

The ITEM.

It has a million readers a day.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

The Rookery, Chicago.

Tribune Building, New York.

R. L. CURRAN, New York.

The Good Work Is Going On Bravely—

We are steadily climbing. Good words from press and people continue to pour in. There has not been a single unfavorable comment by the press.

...THE GLOBE

is more than ever before the

Best Paper in St. Paul.



The Globe has recently absorbed the St. Paul Call and
has now no competitor in its field.

The Northwest is Prosperous,
The Globe is Prosperous, and
Our Advertisers are Prosperous.



New York Office: 517 and 518 Temple Court,
C. E. ELLIS, Manager.

ACROSS

the continent, in the far Northwest, there is a vast territory thinly populated by well-to-do people. It is in this wide and thriving country—the State of Oregon, part of Washington and all the North Pacific coast—that the

PORTLAND OREGONIAN

circulates — Daily, Weekly and Sunday. The people of that great country make money and have it. They are willing to buy what you have to sell and able to pay for it. Get your goods planted there and grow up with the country. If interested at all, write to

Oregonian Pub. Co.,

H. S. PITTOCK, Treas.-Mgr.,

H. W. SCOTT, Editor.



CHICAGO

Has plenty of money and is willing to spend it.

The Western Metropolis is a city of buyers and sellers, a commercial town.

You can buy or sell anything in Chicago that can be bought or sold anywhere.

The best way to reach the Chicago public is by an advertisement in

*The
Chicago
Dispatch.*

Everybody in the World's Fair City reads that paper. Try an advertisement—it costs little. Make a bid for Chicago

MONEY



St. Louis Post-Dispatch.

THE POST- DISPATCH

Is like the "Father of Waters"
—runs in every direction—
though its **course is straight.**

It proves a larger city circulation than its two morning neighbors (The Republic and Globe Democrat), combined. If this isn't true, it cannot be *disproven*.

TRY THIS ON.

It might make you **some money**—that's what the advertiser is after.



PULITZER PUBLISHING CO., Pubs.,
CHAS. H. JONES, Editor and Manager.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

Tribune Building,
New York.

The Rookery,
Chicago.

A Large Hand

Plenty
of
money
in
the
West
for
the
wide-
awake
adver-
tiser.

and an open-hearted liberality are characteristic of the Westerner.

The people who live in the Western towns and on farms have money to spend.

No possible better way of getting some of it than through the

C. N. U.

Fourteen hundred papers weekly, filled with high-class advertisements, are shipped to the people of Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa, and other Western States, from the offices of the C. N. U.

They are read, if anything is read. They bring returns, if any papers do.

ONE electrotype. **NO** extras.

Please write for estimate.

.....

Chicago Newspaper Union,

93 S. Jefferson Street,

CHICAGO.

NEW YORK: 10 Spruce Street.

32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

Publication Office:

206-210 Broadway, - - New York.

IN DAYTON.

DAYTON, Ohio, June 13, 1895.

Editor of PRINTERS' INK:

The gem city of Ohio is not heard from often in the advertising line, but there is some talent here nevertheless. It is simply backward in asserting itself, our merchants especially seeming not to realize the possibilities of the art. There is not an advertiser in the whole town pursuing that business alone. There was one here several years ago, but he wasn't fully appreciated, and he is now writing ads for Marshall Field & Co., Chicago. Our successful merchants have trade, however, for they constantly keep their names before the public.

Dayton is very largely a manufacturing city, and as it is due largely to good advertising that her products are known all over the world, we must turn to some of these for Dayton's best ad exhibits. The National Cash Register Company has been mentioned more than once in *PRINTERS' INK* for the excellence of its advertising matter. Woe to the merchant whose name is on their list as being without a National Register, for about once a month is sent him some new piece of matter, urging him to buy. Many a dealer is made sick before he decides to purchase a register. And this is only one of their schemes. It is a well-equipped and equally indispensable department with them. Mr. Hyde is the efficient manager here.

The tiger's head is familiar to all interested in agricultural advertising as indicating the farm implements of the Stoddard Manufacturing Company. They, too, have a special man, who is kept busy preparing what has been, in the past, at least, trade-winning matter.

Dayton celebrates her centennial in '96, and our mayor has prepared an elaborate letter head giving many interesting facts about the city, which can be used by any concern, there being sufficient space for the individual firm or corporation name.

The book store of the large and complete United Brethren Publishing House, of this city, has been brought to great success through the skillful and judicious advertising of its manager, Rev. E. L. Shuey.

The Y. M. C. A. consults *PRINTERS' INK* regularly, and their cards for Sunday meetings, receptions, etc., indicate rare advertising ability. In fact, the local association is noted for its original advertising.

The *High School Times* is a monthly periodical in magazine form issued by a literary society of our high school from the press of the U. B. Publishing House. It circulates among the 700 students of the school, and is thus a good medium for dealers in goods of interest to them. The number and arrangement of the ads reflect great credit always on the managing ability of the business department, and who can say what ad-smiths may not develop in a few years to come? Conversation with some of the students reveals that their thoughts are bent upon this as their future course. And these are not all of them boys either.

As I picked up a recent Saturday edition of one of the leading local dailies, I noticed from at least two prominent display ads that the "Little Schoolmaster" had been at work. Some of its matter had been used bodily. *PRINTERS' INK* is appreciated in this town anyway, and, keeping equal pace with her rapid progress, we shall no doubt see that its advertising will increase in quality as well as quantity.

GEO. E. KIDD.

TEACH A VALUABLE LESSON.

PERCY, N. H., June 21, 1895.

Editor of PRINTERS' INK:

In your issue of the 19th Mr. Bert M. Moses tells of two interesting experiences of the indirect influences of advertising, and brings out prominently the fact that it is never possible to trace every benefit of advertising to the particular advertisement that produced the profitable result. The man who believes that he can tell just what advertisement and what medium paid, and to what degree, is a person too credulous to become a safe guide to learners in the art. I wish *PRINTERS' INK* would print more facts of the kind related by Mr. Moses. They are specially valuable and instructive.

A STUDENT OF ADVERTISING.

QUAINT AND QUEER.

WOODFORD, Vt., June 18, 1895.

Editor of PRINTERS' INK:

We find the following quaint and queer ads in some of our papers:

A Queer Advertisement.

An advertiser in a New York paper says: "I wish to accompany a gentleman on a dangerous and difficult trip in any part of the world, or to undertake such trip for any party. Write soon."—*Boston Globe*.

FOR SALE OR RENT.

Our pew in the church; also one large parlor organ; a few calfskins and sheep pelts will go cheap if called for soon.

Is it customary for systematic advertisers to mix up things as in the last and above?

Yours for suggestions, S. M. BOWLES.

A GREWSOME WINDOW DISPLAY.

Office of PARLETTE & SNYDER,
ADA, Ohio, June 13, 1895.*Editor of PRINTERS' INK:*

This week Messrs. J. T. Cunningham & Sons, our local dry goods hustlers, put a figure of a man suspended by the neck on a rope in their shoe window, just over a lot of cut-price cards. This placard was on the victim:

HANG THE MAN THAT
CAN'T SEE A BARGAIN.

Needless to say the window arrested the attention of every pedestrian and caused unlimited comment and amusement. We have never seen a better piece of show-window work.

PARLETTE & SNYDER.

THAT "CHARITY ADVERTISING."

Editor of PRINTERS' INK:

The article in *PRINTERS' INK* for June 12th, inst., entitled "Charity Advertising," contained some most timely and valuable suggestions. It appears to the writer, however, from an experience of considerable duration as a country publisher, that it did not handle the subject sufficiently without gloves. I am convinced that the average advertiser—I am speaking of small cities—I know nothing of conditions in the metropolis—regards this "charity advertising" as an unmitigated nuisance, and waits only the iconoclast daring enough to point a way out, to join in a movement to stop the whole thing.

I have had more than one advertiser tell

me that he knew the value of newspaper advertising and would like to increase his space, "but what," he would add, "can I do? I am blackmailed for useless schemes I dare not refuse to the extent of twice or thrice over what I pay the newspapers. I can stand about so much, so I rob Peter, whom I want to patronize, to pay Paul, whom I dare not refuse. I rob myself of legitimate advertising to patronize these fake advertising schemes, because my competitors do it, and not one of us has the sand to refuse. So the money I ought to put into newspaper advertising, which everybody reads, goes to help defray the expenses of benefits for the Little Sisters of the Heathen, the Amalgamated Sons of Everlasting Rest, etc. I often wish I had the sand to tell them to take my dollar and leave my ad out of their programme, but the polite little fib that I think I am being advertised by their scheme is a necessary part of the game."

Now this is so true to life that every country advertiser and every country publisher will instantly claim it as one of his own experiences. The plan is this: The church society, or the temperance union, or the needlework guild, wants to get up an entertainment. Programmes are to be printed. "Oh, that needn't cost anything—why, everybody will be glad to advertise in a church programme." So the committee is appointed; and Mr. S. and Mr. J. are assured, with winning feminine smile, that "there is just room on the programme for their ad." Back of the smile, the luckless merchant knows, is a prospective boycott unless he comes down with the price. The requests are by no means confined to advertisers belonging to the church or the society affected. So profitable have the programmes for church entertainments, firemen's balls, and like enterprises, become that the advertising receipts have more than once amounted to more than the entire receipts from patrons of the entertainment. I know of a firemen's dance at which the receipts for tickets was ten dollars, and the receipts for advertising in the "widely read" programme, \$100. I know of a boys' social in a certain church at which it was said the boys who ran it not only paid all the expenses of the show and raised the sum they set out to raise out of the advertising scheme, but actually got a nice little personal commission out of it, too.

Perhaps I have said enough. Perhaps I have said too much; but "charity begins at home," and if the organized blackmail scheme known as "charity advertising" spreads at its present rate for another two years the average country merchant will be a fit subject for charity to begin at home upon.

A. E. HOYT.

HE FAILED.

Editor of PRINTERS' INK:

A whisky distiller started in business a year ago with great hopes of success. He had ample funds and did make the best brand of whisky on the market. In due season he started his half dozen salesmen on the road to introduce the new concern to the trade. All were experienced salesmen and had a knowledge of the duties that were before them. They were well known to the wholesalers and jobbers, and all in all, not a better set of traveling men could have been procured.

They started out plentifully supplied with samples of the new whisky, which they offered freely. Although the wholesale men sipped with satisfaction the delicious mash,

each shook his head and remarked kindly but firmly that they could not use any of the stock. Something was wrong.

Soon after the distillery was in operation an advertising solicitor of a leading liquor trade paper called upon the manufacturer. The distiller remarked that he considered paying out money for advertising a waste of funds. He said he made the best brand of liquor on the market and it could not help becoming the most popular in a reasonable length of time.

In vain did the solicitor talk of the merits of advertising in getting before the men with whom he wanted to do business; how his brand was comparatively unknown to the trade and with what reluctance they buy anything that is not well known, and that the whisky, being unknown to the retailer, would remain on the hands of the wholesaler and jobber. The merchant resisted the solicitor's every approach and he finally left, bidding a curt "Good-day."

Six months had passed away when one day the advertising solicitor met one of the traveling salesmen and asked what success his firm was having. "Why, haven't you heard about him?" the salesman replied. "He has been out of business about three months. Couldn't make it pay. We salesmen, somehow, couldn't get the jobbers to take hold on the goods. He had a large sum back of the concern, but paid it all out in salesmen's hire. Then one week we men out on the road did not receive any salary; still another week passed and we had not heard from the house. By this time we were corresponding with each other about the matter and agreed to travel back to the distillery. We walked in one day and found our employer in the midst of collectors trying to tell them that the hard times were against his business and no sales were being made. We salesmen talked to the old gentleman and demanded our two weeks' salaries, but he said his whole reserve fund was exhausted. We all quit and now a 'For Sale' sign is hanging on the door of the distillery."

LEWIS GARRISON.

IT LACKS A TALE (TAIL).

35 Smith St.,
COLDWATERS, Mich., June 7, 1895.

Editor of PRINTERS' INK:

What do you think this man sells? The in-



closed is his complete ad.

HARRY W. PARKER.

FULL many a stock, tho' varied, choice and clean,

Now fills its anxious owner with despair;
For many a bargain's doomed to go unseen,
Because the public does not know 'tis there!

KEEP ON A FISHIN'.

Suppose the fish don't bite at fust,
 What be yew goin tur dew?
 Chuck down yewr pole, throw out yewr bait,
 An say yewr fishin's threw?
 Uv course yew hain't, yewr goin tur fish,
 An fish an fish an wait
 Until yew've ketched yewr basket full,
 An yew up all yewr bait.
 Suppose success don't come at fust,
 What be yew goin tur dew?
 Throw up the sponge an kick yewrself,
 An go tur feeling blew?
 Uv course yew hain't, yewr goin tur fish,
 An bait an bait again;
 Bimeby success will bite yewr hook,
 And yew will pull him in.

—Boston Sunday Courier.

SHOW WINDOW GENIUS.

There are many women in New York who are attracted to a shop on the strength of the show windows only. It is the knowledge of this fact that has led one prominent city merchant to hire at a commanding salary an American, whose profession is show window dressing, and whose business it is every seven days to think out something new for the four great windows at his disposal. His latest achievement has brought women all this week buzzing about the vast plate glass fronts. He takes a set of corset forms, the stuffed semblance of a woman's shoulders, waist and hips, selects the requisite cloths and buttons, and with pins decorates the forms in what seems to be the most admirably trimmed and fitted waists. In reality not an inch of the cloth is cut, but is so deftly turned, twisted and folded and pinned that the keenest eyed woman is at first deceived. Every day this man dresses his forms anew, working out in folds and pins the most daring feats of the dressmaker's art, and, as one enthusiastic woman remarked, "gives one more ideas for one's new fall gowns than all the fashion books published."—N. Y. Sun.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

CARL CRAYON wants to write your ads.

WILL give \$5 for PRINTERS' INK for 1893.
 Write to P. O. Box 2308, New York.

OLD type metal and electrotypes purchased.
 Address J. CAWE, 41 Park Row, N. Y.

A WIDE-AWAKE weekly youth's paper wants ads. PROGRESSIVE YOUTH, Stanberry, Mo.

BIRTH addresses \$10 per 1,000. All kinds clip-pings. AM. CLIPPING BUREAU, Galena, Kas.

WEB pressman and stereotypist, first-class workman, wants position. All references. "B. H." care Printers' Ink.

SKILLFUL, experienced, energetic, up-to-date editor, daily or trade paper, wishes position where he could invest. Address "SUCCESSFUL," care Printers' Ink.

I INVITE you to send for my booklet if you want good printing and mean business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

WANTED—Small, fetching illustrations, to fit advertising ideas—plenty of black and white. Address, with samples, PAPER AND PRESS, 1414 South Penn Square, Philadelphia.

AN all-round printer wants position. Competent to manage plant. South or West preferred. "H. B." care Printers' Ink.

WOULD like an additional periodical, magazine or daily, to represent in Chicago and the West, who would be willing to give liberal terms to get good business. Best references. C. B. DARLING, 79 Dearborn St., Chicago.

A LADY'S book; beautiful, cheap; just right for premium or souvenir where women's trade is sought. Sample, with terms, free to any reputable concern. Postals ignored. THE CURRENT PUBLISHING CO., 1006 Filbert St., Phila.

WANTED—Assistant in advertising department of weekly paper. One understanding stenography and typewriting preferred. Must be quick and accurate. Address, stating qualifications and salary expected, Box 1, Station D, New York.

HERE IS AN OFFER

FOR PROGRESSIVE BUSINESS MEN.
 Throw away that old letter head and use one that will represent your business in a creditable manner. Elegantly designed and engraved plate for letter head, giving the effect of a fine lithograph, \$7.50. Give exact size and wording desired. W. MOSELEY, 1 Hill St., Elgin, Ill.

WE buy books and advertising novelties for cash in job lots. If you want market price save your sample and postage, but if you want to sell for cash we will make an offer. We advertised in PRINTERS' INK a few weeks ago as an experiment; it proved satisfactory. We are now in the business to stay. Our 3,000 agents can sell anything. INDUSTRIAL PUBLISHING CO., Owensboro, Ky.

TWILIGHT PARK PHARMACY, at Haines Falls, Greene Co., N. Y., is open from June 15th to Oct. 1st. I sell almost everything, from a shoestring to a load of wood, in a very unique and artistic little building. I would like points, price lists, samples, etc., from dealers in or makers of goods suitable for such trade. Put me on your mailing list as above. City address, 230 Hyerston St., Brooklyn. THOS. D. McELHENIE.

CORRESPONDENTS WANTED—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

I AM 23 years old and have had five years' business experience, one in a bank and four in the business office of a city daily. In the latter I served as subscription clerk, adv. cashier, adv. clerk, collector and night clerk, and also opened the mail. The practice gave me accuracy and speed in clerical work and handling cash. I have the brains and energy to capably fill a responsible position and would like a trial by a reliable firm. Personal or Surety Co. Bond furnished. I must secure a position and wish to hear from any one needing help. "X. Z." Printers' Ink.

WANTED AGENTS—Exclusive territory. For publishers unequalled as a subscription list builder. Our leader now—a seller—staple as flour—the new, up-to-date Reversible 6-foot Statistical Wall Map of U. S., and World road side. The only map showing as much in the world, likewise the best for general use ever published; so conceded by its publishers, the largest compilers and publishers of maps in the world. Sells itself. Retail, \$5.00; to publishers and agents, \$1.00. Particulars for stamp. In some instances will take advertising in part payment. Address CALLERS' REGISTER, 715 Pine St., St. Louis, Mo.

SPECIALTIES.

PRINTERS and advertising solicitors, send for our Fourth of July specialty. A fine thing. THE CONTINENTAL PRINTING CO., publishers, Providence, R. I.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISEMENT CONSTRUCTORS.

LITTLE ADS. CURRAN.

ADS SMITH. Baltimore. Washington.

SMITH has ideas. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

ADDISON ARCHER, 1 Union Sq., N. Y.

FETCHY ads. JAMES R. LONG, Wash., D. C., 1308 B St., S. W.

SIX retail ads, with cuts, \$5. R. L. CURRAN, 111 W. 34th St., N. Y.

SPECIAL!—Four catchy illustrated ads (outline cuts) only \$2. CARL CRAYON, Printers' Ink.

MY ads sell goods, so I'm told. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

WANT to know me! 10c. postage brings sample ad. W. C. STEWART, 4114 Elm Ave., Phila.

BUSINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

EASTMAN, the "down east" man, wants to improve your ad. Clip and send him ad you are using. W. H. EASTMAN, East Sumner, Me.

NOW is a good time to set me to work on that booklet you purpose putting out in the fall. JED SCARBORO, Box 63, Station W, B'klyn, N. Y.

IF you're after ads that create a wholesome interest in your business, I'm anxious to prepare them for you. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

ONE of my hobbies is short, unique paragraphs—I like to write them. Do you need a dozen or so to run as locals? JED SCARBORO, Box 63, station W, Brooklyn, N. Y.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

"ADVERTISING FOR RETAILERS," 64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

I GENERALLY succeed in making the advertising of wide-awake advertisers pay. I like to hear from those people. I do my best to do them good. Ten retail ads, with printed proofs of each ad, \$10. Want my booklet? H. F. BROWN, Paulsboro, N. J.

TRY my ads; people sit up nights to read them. No chestnuts; literary and artistic; prose or poetry; quaint, humorous or serious; all ticklers. Lowest prices; big results. J. B. WASSON, 154 Nassau St., N. Y.

SINCE I've begun advertising to write little ads I've gained one steady customer for them. Respectable business men who will write to me on their business letter heads can have specimens of my work in this line. R. L. CURRAN, 111 W. 34th St., New York.

SPECIAL SALES—We have boomed many of them to success. Think we have no equals in this line. If you contemplate having one write us, giving particulars, and we will send you samples, terms and information. WILDER & CO., 661 Market St., San Francisco.

DOES the printed matter which you have been putting out pay? If it does not we are confident we can make it. Remember we do the whole business, writing and printing. If you mean business send for samples. Address WM. JOHNSTON, Manager, Printers' Ink Press, 10 Spruce St., New York.

I WISH to hear from business men who want good advertising matter prepared. My work has always been liked, particularly for its downright earnestness and conciseness. I have been employed regularly by a large advertising concern, and have had experience in most lines of ad writing. I make reasonable charges. R. L. CURRAN, 111 W. 34th St., New York.

NOTICE TO GENERAL ADVERTISERS. In order to make the business acquaintance of a few general advertisers—large advertisers preferred—I offer to send free of charge a sketch of a design of a striking and strikingly original style, differing widely from the common outline cuts, which are so poor in display. If design suits, I make plate for you at reasonable price. If not suitable, no charge will be made. Send clipping of ad, or write out one for which sketch is to be made. W. MOSELEY, 1 Hill St., Elgin, Ill.

THE principal advantages of employing an ad writer are the getting of new ideas and the saving of time and thought. Some of my best customers can do good writing themselves, but they are willing to pay me for doing such work in order to give variety to their advertisements. More still, they know it is very hard and particular work to prepare good ads, so they come to me and unload that bother and burden. I can be of real service to more business folks at reasonable cost. Sample price: Ten retail ads, \$10. BERT M. MOSES, Box 283, Brooklyn, N. Y. For writing an 8-page booklet, \$25.

STAMPS—I can help you get them if you are an advertiser. Send two 2c. stamps for valuable book, "Ideas for Sale." Will deduct the four cents from the price of the first order you give me. If you want to be an advertiser I can put you in the way to purchase a proprietary business, established over two years, with valuable testimonials, implements, lithographed labels, electrotypes, formula, etc., all ready to go to work. Goods handled by some of the largest wholesale drug firms in the United States. Reason for selling, too many irons in the fire. This is an opportunity for a hustler. A. H. MERRILL, Advertising Expert, Toledo, Ohio.

\$25 for one.

I will write and illustrate one medical advertisement of ordinary size for \$25. This includes one metal base electrotypes of the complete ad.

A series of 6 medical ads, without illustration or electrotypes, \$75; a series of 12, \$125. A series of 6 illustrated medical ads, with electrotypes, \$125; a series of 12, \$200.

Some of the leading medical advertisers think that I do the best work in this line. I have permission to refer to them.

Charles Austin Bates, 1413-1414-1415, Vanderbilt Building, New York.

PRESSWORK.

If you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. **FERRIS BROS., 324-330 Pearl St., N. Y.**

BILLPOSTING AND DISTRIBUTING.

P RINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

G. E. OHSFELDT, circular distributor. Signs tacked up. 760 Minnesota Ave., Portland, Or.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

P RINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. **WALKER & BRESNAN, 301 to 305 William St., N. Y.**

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

"In her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

The Buckeye Chalk Plate Co., 56 Frankfort St., Cleveland, Ohio, recovers plates less than 60 per cent original cost. Write for circular.

TO LET.

YANK, Boston. Space.

GOOD HOUSEKEEPING. Space. **H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.**

GOOD HOUSEKEEPING. Space. **H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.**

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x24; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address **GEO. F. ROWELL & CO.**

ELECTROTYPES.

WE make good electros, push 'em along. **THOS. H. CROSBY CO., 149 Leonard St., N. Y.**

STEREOTYPE, LINOTYPE AND ELECTROTYPE metals; copper anodes; ZINC PLATES for etching. **MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.**

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. **CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.**

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us! \$1.50 for best half-tone cut, prices like that and work the best. **CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.**

ADDRESSES AND ADDRESSING.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. **ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.**

50,000 FRESH addresses, mostly mail orders, used but twice; first applicant gets first copy. **THE MASCOT, Boston, Mass.**

700 ACTIVE agents' names and addresses in every number of **Buchan's Agents' Directory**, issued monthly. Price \$2 per yr. Single copies 25c. **CHAS. BUCHAN, Seneca Castle, N. Y.**

LETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for lists and prices. Doblility letters a specialty. **A. LEFFINGWELL COMPANY, 142-144 Dearborn St., Chicago, Ill.**

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 3,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, **W. & J. Sloan, New York City.**

ADVERTISING AGENCIES.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

If you wish to advertise anything anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.**

If you are not prejudiced against young firms and want enthusiastic, rustling business men, who know their business, to take charge of your Pacific Coast advertising, address **WILDER & CO., 621 Market St., San Francisco.**

ADVERTISING NOVELTIES.

ADVERTISING FIRE CRACKERS for the Fourth. Send for samples and prices quick. **PALMER'S NOVELTY ADVERTISING CO., Brooklyn, N. Y.**

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, a lines will be inserted under this head once for one dollar.

OUR premium novelties, useful as well as ornamental, reliable, first-class in every respect. Novelties in fact as well as name, to be had only of us. Our new State maps, 1896 edition, just out; wall map, new features, retail \$3, to publishers or agents \$1. Pocket size 50 cents; vest pocket size 25 cents, indexed. A vest pocket dictionary "The New Webster," 25 cents; in morocco, gold stamp, gold edges, 50 cents; all indexed; a wonder; guaranteed as represented. Samples to your address on receipt of price or stamp for particulars. Address **REGISTER CO., 715 Pine St., St. Louis, Mo.** Our new solid gold Fountain Pen for one dollar is unexcelled by any on the market. Manufactured only by us.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

ROCKLAND, Maine, DAILY STAR. Only daily in three counties.

CREATING a sensation! It is marvelous. 6c. stamps. **THE NORTH STAR, Westfield, Mass.**

If you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE, 38 Park Row, New York.**

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"In her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

I OFFER advertisers papers that bring results. **H. D. LA COSTE, 38 Park Row, New York.** Agent for good mediums only.

ARE you advertising in Ohio? We invite your attention to the **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **News** and **Times** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address **H. D. LA COSTE, 38 Park Row, New York.**

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. \$0,000 monthly.

SPECIAL NOTICE.

NOTICE—Henry Sherins' authority to solicit advertising for this company has been withdrawn and he duly notified of the same. STANDARD PUBLISHING CO., Publishers the Syracuse Standard.
Syracuse, N. Y., April 26, 1896.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

4 ILLUSTRATED ads (outline cuts) only \$2. CARL CRAYON, Printers' Ink, N. Y.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

YOUR AD is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ads. \$5. R. L. WILLIAMS, L. & T. Bldg., Wash., D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

"A FREAK IN FINANCE," a reply to "Coin's Financial School," by J. F. Cargill. Illustrated by True Williams. Just published, and will meet with an extraordinary sale. Price 25 and 50 cents. To any address upon receipt of price and 4 cents postage. Agents wanted. Inclose stamp for terms and territory. (Orders filled in rotation received. Address FRED L. MARTIN, general agent, Hotel Van Studdiford, St. Louis, Mo.

AMERICAN NEWSPAPER DIRECTORY for 1896 (issued June 15th). Describes and reports the circulation of 20,356 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 36 cents extra for postage if forwarded by mail. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

BILLHEADS—4x2 1/2, 10M \$10, 5M \$5; 9x2 1/2, 10M \$12.50. ELECTRIC PRESS, Madison, Wis.

READY addressed wrappers in exchange for space adv. TOWNSEND, 408 E. 2nd St., Minneapolis, Minn.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 17-19 Spruce St., New York. Special prices to cash buyers.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6 1/2 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$8.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

10,000 6-lb. Packet Heads, ruled, and 10,000 50-lb. White Envelopes, 6 1/2, full government; both with your card printed on for \$20.00 spot cash, f. o. b. Holyoke. Send for samples. Larger quantities, lower rates. GRIF-FITH, AXTELL & CADY CO., Embossers and Printers, Holyoke, Mass.

FOR SALE.

\$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Established trade journal, half or whole interest. "JOURNAL," Printers' Ink.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

SMALL Southern weekly for sale. Editor's eyes diseased. Thrifty town, good field. Might suit you. Address "CASH," Printers' Ink.

FOR SALE—Fine trade paper; \$3,000 cash, balance time; or will sell one-half interest to good newspaper man. BARLOW, 238 Dearborn St., Chicago.

GOOD newspaper for sale. One of the best Democratic country newspapers in Texas for sale. Quarter of a century old. County seat of one of the best counties. Office and business in good fix. Price \$3,300, all or nearly all cash. Change of business, reason for selling. Now is the very best time to buy newspaper property. Address "JUDD," care Printers' Ink.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

HOLDS ITS PATRONS.

The Arkansas Gazette

Published at Little Rock, is one of the well-known mediums to which the following will apply, as most of the prominent newspaper advertisers who do business in its territory are fixtures in the columns of that paper. "Where a publication retains the bulk of its advertising year after year, its hold upon its customers speaks volumes for its value."—Collector and Commercial Lawyer.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles Times, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 158-167 World Bldg., New York, N. Y., sole agent. 13,000 weekly guaranteed.

CONNECTICUT.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 20,000. 150,000 Readers.

FLORIDA.

THE FORT MYERS PRESS has the largest circulation in Lee County, Fla.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The **TELEGRAPH**, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

ADS IN THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MARYLAND.

BEL AIR TIMES covers Harford County. Distributed through 97 local post-offices weekly.

MASSACHUSETTS.

30 CENTS for 40 words, 5 days. Daily **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

WONDERFUL!—Send 10c. to **FRANK HARRISON**, Boston, Mass., and see what you will get.

MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD, Daily, 6,000; Sunday, 7,000; weekly, 14,000.

THE NORTHERN, at Petoskey, Mich., has the largest circulation in Emmet County.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW evening and weekly **NEWS**. Largest circulations in the Saginaw Valley, Michigan.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays. Sunday and Weekly Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 80,000) is the third city in Michigan. For further information address **H. D. LACOSTE**, 38 Park Row, New York.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. **JAS. M. WALKER**, Publisher, Williamsburg, Miss.

MISSOURI.

REACH doctors — **MEDICAL FORTNIGHTLY** does it best. 1906 Olive, St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEW JERSEY.

BRIDGEPORT (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 15 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL.

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW YORK.

100,000 READERS in 15,000 offices. **THE NATIONAL PROVISIONER**, 284 Pearl St., New York.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

Albany's Most Popular Daily.

Circulation 17,400.

Albany's Great One-Cent Newspaper.

This is to certify that the Circulation of **THE DAILY PRESS AND KNICKERBOCKER** is constantly increasing and that the number of copies printed this day was 17,400.

W. D. KELLY, PRESSMAN. State of New York, City and County of Albany. Sworn to before me this 16th day of November, 1894.

JOHN J. GALLOGLY, Notary Public, Albany, N. Y.

THE PRESS CO., Publishers.

Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and Sunday Press.

OHIO.

THE Mansfield (Ohio) NEWS; proved circulation — daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA**, Springfield, O.

THE leading Ohio country daily — **THE PIQUA CALL** — receives the Associated Press report. — *New York World*.

FINDLAY (O.) REPUBLICAN, despite untruthful statements by others, circulates 2,000 more daily and 500 more weekly than any local competitor.

THE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to **TRI-STATE GROCER CO.**, Toledo, O.

PIQUA, Ohio, has grown to be a city of 13,000. It is the third city in this country in the production of lined oil, and "Piqua brand" of strawboard stands at the head. There are only 13 cities in Ohio whose manufacturers pay a greater amount for labor. — *New York Tribune*.

THE Piqua, Ohio, CALL is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news — having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. Piqua is connected by electric railway with Troy, Ohio — a town seven miles distant, having a population of 4,000, and **THE PIQUA CALL** has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address **H. D. LACOSTE**, 38 Park Row, N. Y.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

OKLAHOMA.

EL RENO HERALD has the largest circulation in Canadian County, Oklahoma Territory.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

HARRISBURG PATRIOT, est. 1858. Democratic; 8 pages; 8,000 daily, 5,000 weekly. Leading family newspaper at State capital. Rates low. Population 40,000.

THE BEST LOCAL DAILY in Pennsylvania is the **CHRISTIAN TIMES**. 30,000 desirable readers in the garden spot of the Keystone State. W. L. LACE & SPROUL, Chester, Pa.

DAILY INTELLIGENCER—est. 1890.
WEEKLY INTELLIGENCER—est. 1904.
Doylestown, Pennsylvania.
Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. Under its new management, typesetting machines and a new press have been put in and many improvements made. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"**I**n her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE SPOKESMAN-REVIEW

Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The **REVIEW** is the recognised exponent of all the best interests of Spokane and the vast country tributary to it.

MEXICO.

THE ad department of **EL FARO** is prepared to translate ads or write original ads in Spanish, and, of course, it solicits them. Apartado 366, Mexico City.

CANADA.

THE largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John.—From *Printers' Ink*, issue of May 8, 1896.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD brings latest news and is carefully read.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 25 weeks, for \$15, 5 months for \$1.50, 3 months for \$1.25, or 1 month for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$3 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Eli), St. Louis, Mo.
Largest issue in 8 years, 30,000.
Smallest issue in 8 years, 10,000.
Largest average for 18 months, 17,000.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

THE INLAND ARCHITECT, Chicago. Best in West. Ask any prominent architect about it.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

The American Creamery, Chicago.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 15,000 weekly.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 120 S. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., **TELEGRAM**: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 12,000 weekly.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., **TELEGRAM**: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (Eli), St. Louis, Mo.

WELSH.

Y DRYCH. For half a century the national organ of the Welsh people. Weekly issue 15,000 copies. For advertising rates address Y DRYCH, Utica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

WE CONTROL ALL
New Orleans

- AND THE

New Orleans City
NEW, MODERN CARS, E

The ADVERTISING
the BEST ever seen in

FULL-TIME CARS SOLD.

CARLETON &

305 le

Boston, New York, Chicago, Pittb

ALL CARS OF THE

s. Traction Co.

ND THE -

City & Lake R. R.

RS, ELECTRIC TRACTION.

Display is pronounced
n the Crescent City.

YOU GET WHAT YOU BUY!

N & KISSAM,

5 Iennen Building, New Orleans.
Pittsburgh, etc.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 1st the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,768 copies; for the last six months, 19,875 copies; for the last three months, 21,323 and for the last four weeks, 23,250 copies.

During the past eight weeks the total issue of PRINTERS' INK has been 227,000 copies, the average issue 28,375 per week. The smallest issue numbered 23,400 copies. The largest 30,500 copies.—PRINTERS' INK, May 1, 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

CHICAGO AGENTS.

BENJAM & INGRAHAM, Room 24, 145 La Salle St.

BOSTON AGENT,

W. F. MOORE, Room 2, 10 Federal St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, JUNE 26, 1895.

THE ad reflects the man who makes it.

PRINTERS' INK is baking powder to business.

A GOOD ad sometimes suggests more than it tells.

THE pointed ad sticks in the reader's memory.

THE funny ad, like the funny man, is not generally appreciated.

ADS should be "talk"—but it should be the talk of the wise man, not of the fool.

THERE are already some papers in which an ad has got to be supremely good—or it's no good.

A CLERK who talks briefly, pointedly and respectfully will sell goods—so will the ad that talks so; only it will sell more.

NO BUSINESS man is too busy to read PRINTERS' INK unless he has come to be so by reading PRINTERS' INK—and then he regards it as part of his business.

THE most successful advertiser is not the man who spends the most money, but the man who spends his money in the best way.

ORIGINALITY in advertising does not consist in inventing new or bizarre methods, but in making the most effective use of methods usually used.

DURING the week ending Wednesday, June 19, PRINTERS' INK's subscription list was lengthened by the addition of two hundred and forty paid-in-advance subscribers.

THE man who advertises poorly may strike it now and then if he advertises continuously. Macaulay said that the clock that didn't run was right twice in twenty-four hours.

It is refreshing to note that the press is almost unanimously of opinion that the department store is a natural evolution in business methods, no more possible to be suppressed by legislative enactment than it is possible to suppress any other natural phenomena by making laws against them.

THE present fad for "women's editions" of daily papers offers a new and by no means unimportant medium for advertisers. The date chosen is frequently one of importance, hence tending to increase the sales. The novelty of the thing, and the usually charitable purpose for which the proceeds are expended, largely augment the average circulation, thereby rendering it a most effective medium for local dealers. Many copies, too, are always secured to send to distant friends and relatives—a fact which the general advertiser may consider with profit.

ADVERTISING WHITE LEAD.

"Our advertising story?" remarked the head of the advertising department of the National White Lead Co., 1 Broadway, to a representative of PRINTERS' INK the other day. "Well, I might almost answer you in the words of the Needy Knife Grinder, 'Story, God bless you, sir! I have none to tell, sir.' To sum up our experience, I believe it is a fair example of legitimate advertising, intelligently conducted. At least we think the latter. We started in to reach people

who had houses to paint—a very large constituency—confining ourselves at first to New England. We began about three years ago. No, we did not catch the notion from the Murphy Varnish people. They claim to have had the biggest varnish trade in the United States before they began using printed matter, and have gone it somewhat blindly. I don't believe they can tell to-day whether their advertising over the heads of the people has paid them or not. We have gone straight for the people. We began with the religious and agricultural press in New England in 1892. Our last year's contracts pretty well cover not only these, but the daily and weekly papers in towns and cities under 30,000 population throughout the entire country. We started to reach people even who painted their own houses, and we are at 'em yet. We leave the large cities to our salesmen who call on the trade. A good deal of their work in so staple an article as white lead is necessarily missionary labor. We consider a clean-cut, bright salesman as good an advertising medium, by the way, as we can get. We are the only concern in the country which has ever advertised and believed in steadily advertising so common an article in its line as white lead, and the end has justified the means. We did a large amount of educational work before we "attacked" the press, by means of cautionary pamphlets, showing what the hundred or more brands of so-called white leads were made of. These were for the trade. After we had got the trade circularized, we opened fire on the consumers, making our point on two ideas—the genuineness of our own production and the comparative saving over ready-made and other mixed paints. What we have tried to impress on the consumer is the fact that he must buy white lead, and not a composition, or he is not getting what he pays for. The past year we have been using a leaded ad in the "common sense" style—something a la Wanamaker. This is the only style that suits a staple article. We manage to keep up the interest by variations on the theme. For instance, we have this year prepared a series of 13 ads in this style for religious and agricultural papers. These are numbered to run in order till all are inserted and repeat. For dailies and weeklies we use a single column ad in the same

style. We had the problem before us of increasing sales of a staple article that commanded a small profit by the expensive method of widespread advertising, our only advantage being the general adulteration of the product and the fact that the people were as ignorant of the facts as the average country boy is of trigonometry. That we are satisfied, the fact that we have doubled our appropriation yearly for three years is pretty good evidence."

J. L. FRENCH.

OBSERVATIONS.

By Bert M. Moss.

I was talking about advertising the other day to one of the merchant princes of New York, whose name is almost a household word in and about Gotham. He spends a great deal of money in newspaper advertising each year, and is frank to say that it pays him, yet he declared he could recall no instance whatever where he was himself influenced by a newspaper advertisement to buy a penny's worth.

He related, however, that one advertisement he read *did* influence him, but he saw it on a fence—not in a newspaper. He has a fine place up the Hudson River somewhere, and while strolling over it one day his eye fell upon a fence sign. It happened to be an advertisement of a fence maker, and, as the merchant needed some new fencing, he at once sent for the advertiser and placed a good-sized order.

Here we have a complete reversal of the common belief that newspaper advertising is always the best advertising, and fence signs are the worst.

This same merchant once used a small space in the *Youth's Companion* to advertise something special for young folks, and the results were so gratifying as to be amazing. Later the same medium was tried again, and the returns were practically nothing.

Some time ago I asked my barber what kind of soap he used. He gave the name of the maker, which I do not remember.

"Why don't you buy Williams'?"

"Oh, it costs more and isn't any better," was the answer.

Last week I noticed a large box of Williams' soap in the same barber's shop.

"Hello," I said, "I see you have Williams' soap now."

"Yes; I had to get it. You see my customers come in here and read the advertisements of Williams' soap in *Judge* and *Puck*, and they asked me why I didn't get it. I told them it cost too much, and the other kinds were just as good. But they seemed to believe everything those advertisements said and made up their minds that the soap they want used on their faces is Williams'. Some of those customers left me, and I came to the conclusion that it was on account of the soap that I lost their trade.

"Now, that large box you spoke of cost me \$1 more than the kind I have been using. There is enough in the box to last six months. So my soap expense is four or five cents a week more than it used to be. Simply to save those few cents I lost several customers who would each have spent at least fifty cents a week with me.

"Those Williams people have forced their

soap on the market by shrewd advertising. The supply houses don't like to handle it, and barbers don't like to buy it on account of the price, but, as in my case, the advertising compels us to use it if we want to hold trade."

TRADE JOURNAL ADVERTISING.

Those who speak lightly as to the efficacy of trade-journal advertising have evidently not given the subject that consideration which it merits. We believe that the facts will bear us out in the assertion that more can be accomplished, with a given amount of expenditure, through trade journals than in any other way. By this we mean that let two articles be of equal merit—one of which is adapted to the members of some branch of a trade, and the other for the public in general—and it would take, in all likelihood, three or four times as much money to secure the same reputation for and results from the latter as from the former. What can be accomplished in the shoe and leather trade is being demonstrated right along. We have in mind numerous cases where the most wonderful and satisfactory results were achieved. One house, whose business was not satisfactory and which produced an article which is no more of a specialty than plain sole leather, calfskins, or linings, decided, after much persuasion, to appropriate \$5,000 for advertising purposes during a recent year. Arrangements were made with a number of the leading trade journals for a page of space regularly. A man with original ideas carefully prepared the announcements and saw that they were inserted in a way calculated to accomplish the most good. What was the result? Well, it will be almost risky to tell, because some of the Doubting Thomases may smile and shakes their heads with incredulity. The plain, unvarnished truth, however, is that the expenditure brought back something like 5,000 per cent of gain, although it was undertaken with considerable forebodings of failure. In another case an article used in connection with footwear was given such a reputation through the trade-press in the space of about four months that every retailer in the country now demands it. There are scores of other illustrations which might be cited, all of which show that the trade-press offers a field which is absolutely unrivaled for the obtaining of results by the expenditure of a comparatively small amount of money. Indeed, it is questionable whether too good results are not often secured to be advantageous to the publishers of the trade journals, because those whose business so speedily develops tremendous proportions are not inapt to get the idea that the gain is attributable to some other reason than advertising. In other words, they get such an exalted opinion of their shrewdness that they consider themselves too important to longer depend upon the publicity to be secured from the trade-press. The natural result in many such cases is that the period of decadence sets in. Then, unless they are shrewd enough to renew their efforts in the direction of advertising, they are very apt to forever afterward decry the value of printers' ink.—*Shoe and Leather Facts, Philadelphia.*

IT DOESN'T HAPPEN IN NEWSPAPERS.

The utility of fence board advertising is illustrated in the following mix-up, caused by repairs in the fence: Bathe your baby with—sparkling lager beer.—*Commercial Union.*

ARE ADVERTISEMENTS GOVERNED BY RULE?

Is there such a thing as scientific advertising? There certainly is. Advertising is an applied science—the applying of type and language to the molding of thought, influencing opinion and creating desire—desire to buy the article advertised. Striking illustrations of how knotty advertising problems may be solved scientifically.—*Paper and Press.*

WHAT A WOMAN CAN DO.

I think it is safe to say that any woman who makes it a business to read business news—ads—will increase the buying power of her husband's dollars as much as 25 per cent. I am not sure that the percentage is even greater at my house.—*Clas. Austin Bates.*

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

R·I·P·A·N·S

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.



ONE GIVES RELIEF.

I Solicit Printing

From those who want Good Work.

There are perhaps some printers who charge more than I do; but their work is no better. They simply tack on a bigger profit—that's all. Those who charge less turn out work that is not up to my high standard, and I don't blame them. A boss printer cannot afford to hire the best workmen if his customers do not pay him enough for his work.

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS,
10 Spruce St., New York.

What Will the Harvest Be?

Is the question uppermost in the minds of the farmer, gardener and the general produce dealer.

The Winter's snow and the Summer rains are good indications of a rich and abundant harvest.

Will You Reap Some Of Its Product?

We offer **100,000** farmer circulation in which to introduce yourself and become acquainted with a thrifty and buying class of people.

Estimates on your advertisement direct or by any general advertising agency. Address

THE AMERICAN FARMER,
Washington, D. C.

Or BYRON ANDREWS, Manager Branch Office,
World Building, New York City.

Harrisburg Patriot

8,000 Daily.

Harrisburg Patriot

Largest Local Circulation.

Harrisburg Patriot

Reaches the Homes.



...DAYTON, OHIO...

Morning Times,

4,500 Daily.



Evening News,

9,500 Daily.

Weekly Times-News,

4,500.

Leaders in Dayton Journalism.

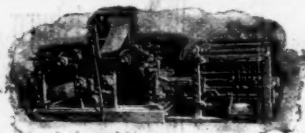
Advertising rates of

H. D. LaCoste,
38 Park Row,
New York.

Special
Newspaper
Representative.

A SMALL MAN, A BIG BOY
AND

THE NEW



MODEL WEB

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.
Chicago. CAMPBELL PRINTING PRESS & MFG. CO., New York.

Established 1867.

THE INDEPENDENT, HELENA, MONTANA.

Helena is the railroad, commercial and financial center of Montana; Capital and County Seat.

THE INDEPENDENT is the best medium to bring results in the Treasure State; it circulates in every town, mining camp and stock range in the State.

ONE OF THE BEST FIELDS FOR ADVERTISERS IN THE UNITED STATES.

THE INDEPENDENT covers it.

PUBLISHED SEVEN DAYS A WEEK.

WEEKLY, EVERY THURSDAY.

THE ILLINOIS FARMER, ——— PEORIA.

By succession and combination THE ILLINOIS FARMER
includes the subscription lists and good-will of

The Inland Farmer, East St. Louis, Established 1816,

The Mark Field, Peoria, Ill.,

The Illinois Horseman, Joliet, Ill.,

The American Horseman and Farmer, Detroit.



The Present List of Subscribers is 12,000.

WRITE FOR ADVERTISING RATES. . . .

THE TRANSCRIPT CO., Peoria, Ill.

Doubt
There
Can
Be
No
Doubt
About

The
Peterson
Magazine

It
Pays
Advertisers

•••••
Penfield Pub. Co.
109-111 Fifth Ave.,
New York.

•••••
FRANK E. MORRISON,
Special Agent,
300 Temple Court,
New York.

...THE...
"STATE"

RICHMOND,
VA.

Gives
Advertisers
Widest
Publicity
at
Least
Cost.

•••••
Daily, Semi-Weekly

•••••
For information address

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

If You Knew

why these leading religious weekly papers pay other advertisers, would it be reason for you to try them?

1. They are read by prosperous families.
2. Their readers believe in them thoroughly.
3. They do not conflict in circulation, but cover different denominations.
4. Through them an advertiser is received with the confidence that attaches to a trusted friend.
5. They are read carefully in the quiet of the home circle so that advertisements are sure to be seen and gain attention.

*Put
Them
on
Your
List*

PHILADELPHIA

Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

Old Advertisers

shrewd men, who intend to get their money's worth when they advertise, have learned from experience that four things essential to profitable advertising are found in

The Sunday School Times

1. A large, truthfully stated circulation.
2. A character, which gives the paper a firm hold upon its readers.
3. A guarantee to its readers as to the kind of advertisements admitted.
4. A just and reasonable advertising rate.

Write to us for fuller particulars.

Religious Press Association, Philadelphia.

**A Few Advertisers
...Who Use...**

SATURDAY TELEGRAM

MANCHESTER, N. H.

Quaker Oats,
S. polio,
None-Such Mince Meat,
Cleveland Baking Powder Co.,
Hood's Pills,
Cornish & Co.,
Dr. Kilmer's Swamp Root Bitters,
Hood's Sarsaparilla,

Beecham's Pills,
Winslow's Soothing Syrup,
Cuticura,
Johnson's Anodyne Liniment,
Baker Pill Co.,
New England Piano Co.,
Paines' Celery Compound,
No-to-bac,

X-Zalia, etc.

Pretty Good Company For You To Be In.

I would be pleased to make you rates.

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.

We've Got It Down To a Science

—the knowledge of what papers pay best. We've spent nearly thirty years studying the subject.

This knowledge and our splendid facilities in other lines make advertising profitable to our clients.

Are you one of 'em?

If not, call, write or phone us.

Lord & Thomas,

Newspaper and
Magazine Advertising,

45-47-49 Randolph St.,
CHICAGO.





THE EVENING STAR

has a
Larger Circulation
in the Homes
of
Washington
than
all the Other Papers
of the City
Added Together,
because it
Stands up Always
for the
Interests
of the
People of
Washington;
Contains
the
Latest
and
Fullest Local
and
General News

and
Surpasses
all the
Other Papers
in the
City
in the
Variety and Excellence
of its
Literary Features.



It
Literally
Goes Everywhere,
and is
Read
by
Everybody.
It is,
therefore,
as a
Local
Advertising Medium,
without a
Peer,
Whether
Cost
or
Measure of Publicity
be
Considered.

...Louisville...
Courier-Journal

MEANS

Daily, Exceeding	-	25,000
Sunday, "	-	30,000
Weekly, "	-	100,000



Louisville Evening Times

MEANS

Exceeding **30,000** copies every
 week-day in the year.



A. FRANK RICHARDSON,

Chamber of Commerce,
 CHICAGO.

Tribune Building,
 NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

I have received the following letter:

DEAR SIR—I am a constant reader of PRINTERS' INK. I believe I could write ads. What would you advise me? How shall I begin? Is every ad writer expected to order how an ad shall be printed? Is a knowledge of printing necessary to a writer of ads?

It is simply astonishing now many people believe they can write ads. They have no particular reason for thinking so, but it looks easy and it looks profitable. The majority of people do not seem to realize that advertising is a business by itself, and that it has to be learned like any other business. It is, I should think, the most complex business in the world. A man in the advertising business must not only know all of the technicalities of his business, but he must know something of the business of the man he serves. He must know enough about the other man's business to be able to explain it clearly, forcibly, convincingly, to the reader who knows nothing about it. He must be able to do something for this man's business that the man cannot do for himself. He must understand the business, in some measure, as its proprietor understands it, and he must also understand it from the advertising standpoint.

The mere writing of an ad is the least important part of advertisement writing. The successful advertisement writer must have been a student of human nature, human needs and human impulses. He must know in a practical way something about all of the branches of newspaper work. If he knows printing and engraving and lithography, he will find them all valuable. He may be able to get along without this knowledge, but it is a great advantage to have it. He must be able to write clearly, forcibly, grammatically. He must be able to pick out the salient points of an article, or a business, and present them to people understandingly. He must know the relation of buyer and

seller. He can learn this only by experience.

An advertisement writer ought not to have had too easy a time in life. He ought to be able to put himself into the position of the people he is writing to, and the man he is writing for. He must be able to see the goods he is writing about from the buyer's standpoint. He must be able to see quickly and clearly just what it is that makes the article desirable.

It isn't necessary that he be a humorist, or that he be able to construct fine and flowery sentences. First of all, he must be a business man, because advertising is business.

I would advise my correspondent first to learn people. Then to learn business. Then to learn advertising, and then to give some little attention to grammar and rhetoric. I think that is the order in which the knowledge necessary should be acquired.

Under the head of "advertising," include a technical knowledge of printing, newspaper making, engraving, lithography, drawing and painting.

There isn't anything that a man can know that will not be useful to him as a writer of advertisements. He will be called upon to think about and to write about everything under the sun that human beings use, from soothing syrup to embalming fluid—from needles to threshing machines. It is impossible for him to learn too much, or about too many things.

I am asked how one ought to begin to write ads. I give it up. I don't know. It is the same in this business as it is in almost every other. Each man who goes into it has to work out his own salvation. He may gain a little bit by the experience of others in the line, but his own experience is what counts after all.

I should say that the way to begin is to begin. If you do not succeed, you can quit and try something else.

It is bad for the business that so many go into it without proper prep-

aration, or, in fact, without any preparation at all—without any conception of what the business really is, or what constitutes good service in this line. However, if nobody ever attempted nobody would ever achieve. Self confidence and a healthy discontent with existing conditions go far toward success in any line. Out of the hundreds who try to write ads some few will succeed and will become valuable—the rest cannot be blamed for trying.

A correspondent inquires "should not care be taken to have an advertisement grammatically correct?" He calls attention to an advertisement of Shryock, printer, Zanesville, Ohio, which has appeared in PRINTERS' INK, and complains that it is not grammatical. This ad says: "We sell envelopes like Jonson sells printers' ink. 10,000 good XX 6½ H. C. white envelopes, printed with your card and delivered, for \$10. 10,000 circular envelopes for \$8.50."

If a man can get ten thousand good envelopes for ten dollars, I do not see that it ought to make much difference to him whether the ad offering them was grammatical or not. As I have had occasion to remark before "what you say is more than how you say it." Mr. Printers Ink Jonson's advertisements have not always been grammatical, but they have sold ink.

Grammar is a good thing, but it is not the greatest thing in the world. It is a good thing to be grammatical, but it is a better thing to sell goods. Of course, a man might do both, but there are only a few perfect people in the world after all.

The man who doesn't make mistakes generally doesn't make anything. For my part, I wouldn't worry very much about the grammar of an ad if it brought results. Grammar is a matter of habit and usage, anyway. It is subordinate to custom. The thing that language is used for is to convey ideas and thoughts. If a form of expression conveys an idea quickly, plainly and tersely, the grammars will have to be changed to fit that form of expression.

Besides that, advertising is business. It is not literature.

I have received from Funk & Wagnall's a circular concerning the Stu-

dent's Standard Dictionary. It is a good circular, although it is very long. After reading, I am thoroughly impressed with the value of the Student's Standard, and for that matter, might also say the new Standard Dictionary, from which the Student's Standard is compiled. The one glaring fault that the circular has is the fact that it gives no price for the dictionary. The price of the complete Standard Dictionary is given, but the reader is left to guess what the Student's Standard is going to cost. Perhaps the price has not yet been determined, and perhaps this is the reason it is not given, but that is the first thing I wanted to know after I had read the circular. I think everybody who gets a circular of this kind, and is interested in it at all, would want to know the price at which the dictionary was to be sold. After one is impressed with the fact that the article advertised is a good thing, the most necessary and desirable information is the price. I doubt if there is an exception to this rule.

The *International Journal of Surgery*, of New York, has issued a very neat little booklet, printed in bright blue ink on cream-colored book paper, which contains a number of testimonials from advertisers, and a very simple statement of advertising rates and circulation. I should think that it ought to be productive of good results. In spite of all the abuse that testimonials have had, there is, I believe, no better advertising than that which includes the testimonial. An honest testimonial is a definite fact. It is conclusive proof of the merit of the thing advertised, whether it be sarsaparilla or advertising space. Testimonials are very convincing. On the first inside page of this little booklet is this matter:

"In issuing this little booklet it is with the selfish idea of supplying the medical journal advertisers with a few points relative to the *International Journal of Surgery* as a medium for reaching the medical profession, and is not intended to enlighten them in any other way than that which relates to our publication."

Perhaps this statement is not entirely clear. Perhaps the construction of it could be improved, but the writer's heart was in the right place,

and I think this straightforward statement will gain the attention of a great many people for him. The booklet is nicely printed, it is not crowded, and it contains good matter.

RETAIL ADVERTISING.

I am asked to criticise this advertisement. It is good for this kind of

*No other house ever did, ever will
or ever can give such sterling
values as Friedlich & Co.*

**YOU MIGHT GET AS
GOOD CLOTHES AS
FRIEDLICH & CO.
SELL SOMEWHERE
ELSE; BUT WHAT'S
THE USE TAKING
CHANCES?**

We would like a chance to
show you our wonderful
ten-dollar suits.

FRIEDLICH & CO.,
Leading Clothiers, Tailors,
Hatters, Furnishers.

an ad, but it is not a good kind. It may be advisable to use something of this sort once in a while, but I doubt it. I think every advertisement ought to be written with the notion of selling something directly. The cumulative effect of advertising is very great, but you are bound to get that anyway. The benefit derived from keeping yourself prominently before people will come just the same if you manage your advertising so as to sell goods directly from each ad. I never would shoot an advertisement into the air. I would always shoot at something. I would talk about the goods I had to sell, and incidentally talk about the store. It is all right to claim the ability to sell better goods for less money than anybody else. It is better to give an actual example. It is better to tell people exactly what you want to sell them, and at exactly what prices. Talk about the goods more than you talk about yourself. To my mind, the model retail advertisement opens with a pleasant, cordial, straightforward talk, and leads up to plain descriptions

of certain goods and the prices for them. I have been unable to figure out anything which I thought was as good as this. There may be something as good, or better, but if there is, it is yet to be developed. Retail advertising is merely telling people in an agreeable, convincing way who you are, and where you are, what you are doing, and how much you charge for it.

Catesby & Sons, of Tottenham Court Road, London, England, have sent me a very attractive booklet about their "Little-at-a-time system of selling furniture." This booklet is so much better than the ordinary English book that at the first glance I thought it was an American booklet. The title of the book is "Money Isn't Wealth," and the theory is "Money is only good for what comforts and necessities it will procure. How foolish people are. They get along with dilapidated furniture, faded and shabby carpets," etc., and then the book goes on to say that people can have whatever they want from Catesby and pay for it as they like. Following the introductory talk is quite a list of prices, and a couple of quotations from Mr. Jerome K. Jerome's paper, *To-day*, bearing on the reliability and liberality of the concern. Such a book judiciously distributed ought certainly to bring good results.

A handsomer book on the same subject, but one which, perhaps, wouldn't be any more effective in the production of results, is issued by Brown Bros., Cleveland, O. It is called "Making a Home." It was written by Walter W. Brett, printed by Printers' Ink Press, and is an excellent example of good writing and good printing.

ST. LOUIS, June 8, 1895.

Mr. Charles Austin Bates, care of PRINTERS' INK, New York:

DEAR SIR—As the writer reads with much interest your weekly criticisms of advertisements, he thought he would inclose to you a couple of samples of the character of advertising which we are inserting, and would like to know your views regarding them, if consistent for you to do so. Yours truly,

MERMOD & JACCARD JEWELRY CO.
Per Goodman King, Sec'y.

The Mermod & Jaccard Jewelry Co. have one of the handsomest jewelry stores in America. It is on the corner of two principal streets, and the exquisitely beautiful window displays

that are made attract a greater or less number of people all day long. During the busy afternoon shopping hours there is a crowd in front of the windows continually. The store would do a great deal of business solely on account of the windows if it did not do any other advertising at all. The fact is that the newspaper advertising is particularly good. It isn't very pretty, but that doesn't make so very much difference after all.

The advertisements contain definite information, and plenty of prices. They are full of suggestions. The advertising is dignified without being stilted, the sole object seeming to be the conveyance of information and the sale of goods. In one advertisement the range of prices is from fifty-cent sleeve links to a two-thousand-dollar diamond pendant. Mr. King seems to consider the needs of every one. The business is of a high class, and yet, contrary to all precedent, it is advertised in a business-like way. A great many high-class stores seem to think that they must retain an unbending rigidity, and that the preservation of their dignity is more important than the sale of goods.

Dignity is a good thing in advertising. I don't believe in undignified methods in any kind of a store, but advertising is purely business. There should be very little sentiment about it. The ad that sells goods is a good ad always. The ad that sells goods will be, in nine cases out of ten, an ad that talks plainly to people in a way that everybody can understand. It isn't flippant, nor cute, but it isn't so dignified that it fails to give any information.

The Mermod, Jaccard Co. issue a monthly sheet of illustrations of desirable goods. The one which I have before me contains on the first page pictures of three water pitchers, ranging in price from five dollars to twenty-two dollars and fifty cents. Each one is adequately described, and could be purchased almost as well from the circular as in the store. This special notice is printed in one corner of the page: "A good ice pitcher is made air-tight, with self-closing spurt valves to exclude warm air. Has double walls, double bottom, and double lid, making a non-conducting air chamber all around. Such a pitcher will keep water cold from six to eight hours, and if properly made and plated will

last many years. All our ice pitchers are so made. All are heavily quadruple silver plate on hard white metal, and each pitcher is stamped on the bottom—Mermod, Jaccard & Co."

That gives a pretty fair index to all of the advertising. It is a plain, straightforward story, that tells the people exactly what they would most desire to know about the goods. The two inside pages of this circular are filled up with pictures of various novelties, and prices on each one. The last page is devoted to cut-glass, with pictures and prices. The circular isn't very well printed, and I am inclined to think this is a mistake. Its appearance is ordinary when it ought to be fine. The printing of a jewelry store ought, by all means, to be of the best quality. The printing either represents or misrepresents the house, and it is undoubtedly true that people who do not know a house judge it by its printing. Just the same, I have no doubt that this circular, and other similar ones, have sold a great many goods. I believe that they would have sold more goods if they had been printed in better shape, and, at any rate, the difference in the cost of ordinary printing and fine printing is so slight that the chance of using a better grade is always worth taking.

There isn't anything remarkable about this advertising except its common sense. It is remarkable that common sense should be remarkable, but it is so just the same. It isn't at all necessary that an advertisement should be pretty to sell goods. It isn't even necessary that it shall be finely written. What you say is more than how you say it. Some of the prettiest ads that I ever saw didn't sell goods, and some of the ugliest did. It isn't a question of appearance so much as it is a question of sense. To be sure, a sensible ad is all the better for being pretty. There is no reason why advertising should not be both handsome and sensible, but that kind of advertising is the most notable exception.

I am receiving quite a number of suggestions in regard to ready-made ads. One man in Salt Lake City wants some bicycle ads. From Fall River, Mass., comes a prayer for fire-works ads. Other people want ads for meat and insurance. Anybody who has good ideas on any of these

subjects, or on any other subjects, would lighten my cares somewhat by sending them in. If you run across a good advertisement in any line, I would be glad to receive it, and, if available, to make use of it in the ready-made columns. The ads in the ready-made departments are not always original with PRINTERS' INK, and I do not pretend to say that they are always good, but I try to make them as useful as possible.

**

READY-MADE ADS.

For a Credit Furniture Dealer.

Put on a Little Style

Around the house. You can afford to. Money? Don't mention it. It doesn't cut any figure here. Our

EQUITABLE CREDIT SYSTEM

Takes care of the pay part in a most accommodating way. All you've got to do is to pick out just what FURNITURE—CARPETS—MATTINGS—DRAPERIES—BABY CARRIAGES—REFRIGERATORS you want and then pick out the terms of payment—weekly or monthly—and the amounts—that will be most convenient to you. You give your promise, and that is all the preliminary there is.

Anybody who can keep a promise can have the full benefit of our credit-giving.

That's you.

For any Business.

GOOD VALUES

—These—as good as we know how to buy—and so as good as you'll want to buy yourself. We're always on the lookout for large or small quantities of especially good productions, and hunting around ran across these. Only a few of each—but they're good as can be and will go very fast.

For a Dentist.

BETTER BECOME ACQUAINTED

with our painless method of performing all dental operations. It'll save you a lot of pain if you're subject to tooth troubles. Doesn't cause sleep, is harmless, pleasant, has no after effects, and is thoroughly efficient in rendering all operations absolutely painless. Extracting, 50 cents. Other charges proportional.

For Wall Paper.

Glad to Have Your Opinion

OF THE PRETTY NEW STYLES and colorings of WALL PAPERS that we show. A specially large stock has just come, and until the entire variety is closed out we shall quote greatly lower prices than prevail anywhere else in town. We've priced papers about town, and so know what we're claiming.

SEE THE STOCK, EVEN if you don't want us to do the hanging for you.

But if we do the work we will guarantee it absolutely perfect, for we have the most expert workmen that can be employed.

For an Optician.

Eyesight & Eyeglasses.

Ruin your eyes if you will. They will get even with you. Common sense says, have them examined—take care of them, and they will repay you. We offer you the services of the most skilled and experienced oculist in Washington free. We also show you the most extensive line of Eyeglasses in Washington. For a short while longer we will sell our finest quality of Steel-rim Periscopic-lens Glasses, with patent improved nose-piece—which will be scientifically and accurately adjusted for . . . \$1 All examinations free.

For Shoes.

OF COURSE WE DO.

Of course, we sell better Men's Shoes than others—for we've got the sole and exclusive agency of the best makes. Hanan's equal hasn't served his apprenticeship yet.

Have you seen those copies he made of the leading London and Paris styles? They're high art—a little finer than Washington has had the pleasure of buying before.

For a Hatter.

LADIES' STRAW SAILORS.

Dame Fashion allows you to wear Straw Sailors this year upon one condition—that they be very fine and well shaped. A "common" sailor is strictly ruled out. There is only one kind here—and those the finest made in America. Dunlap's and other celebrated makes. Something pretty at \$2.50—a little better one for \$3.

MADE ITS MARK



The Omaha Bee

Has made its mark. This is because it thoroughly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farm-house or hamlet in which the Weekly is not read. Also adjoining territory in Iowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.



Known Circulation :

Daily, Exceeding	.	19,000
Sunday, "	.	20,000
Weekly, "	.	35,000

A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.



...PRINTING INKS...

More Profit for the Printer and Smaller
Charges for the Customer.

*Send me your price list. I'm going to
call for the use of your inks soon—it will
allow my printer more profit for his work,
at smaller charges to me.*

WADY, Writer (ads),

Somerville, Mass.

If every concern in ordering printing would remind the printer of the excellent quality of Jonson's inks and the low prices charged, it would benefit the printer, the customer and me. Many printers labor under the impression that they must pay high prices or get inferior inks. I guarantee my inks to be the best made and if not found as represented I will refund the money.

My terms are cash with the order; I employ no agents; I keep no books. Those are the secrets of my low prices. Send for my beautiful price list. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

Mexico.

I have received orders from every State and Territory in the Union, with the exception of Alaska. I am now able to announce my first foreign order :

MISION PRESBITERIANA.
Rev. James Greer Woods. Apartado 305. }
MEXICO, D. F., April 21, 1895.

Printers Ink Jonson :

DEAR SIR—Please send me two (2) one hundred (100) pound kegs of news ink by Ward's Line, marked "Tip, El Faro, Mexico City, care J. F. Carrera, Vera Cruz," and send along one (1) one-quarter pound can each of your Red, Blue, Brown and Green inks. Inclose eleven (11) dollars to pay for inks.

By the bye, don't you think you stooped beneath yourself when you magnified P. D. Q. ?

Yours sincerely, J. G. Woods.

I wish you would send me your catalogue.

My inks are giving universal satisfaction. Testimonials are pouring in every day. Every one seems to be satisfied. No one has complained.

Send for my beautiful price list.

ADDRESS

PRINTERS INK JONSON,

8 SPRUCE STREET, N. Y.

ILLUSTRATED SUN.

SUNDAY SUN.

The Detroit Suns.

Published Weekly and Sunday.

CIRCULATION (GUARANTEED) OVER 118,000 PER ISSUE.

THE ILLUSTRATED SUN has an average circulation of 93,000, which means that the paper is read by over 400,000 people each week, in every State and Territory in the U. S., and new agents are being appointed every week.

It is a live 8-page, 56-column illustrated newspaper, full of bright, sparkling sketches, and never misses a sensation or marvelous happening.

THE SUNDAY SUN has a circulation of 24,000 in Detroit and throughout the State of Michigan. All advertisements ordered in the ILLUSTRATED SUN are also inserted in the SUNDAY SUN. A guaranteed circulation of 118,000.

Our books and press-room are always open to inspection. The SUNS give results.

Advertising Rates:

AGATE MEASURE—7 Words to a Line—14 Lines to an Inch.

SUNDAY SUN ONLY.

Under 500 lines,	per line, 12c.
500 lines or over,	" 10c.
1,000 " " " " " "	" 9½c.
2,000 " " " " " "	" 9c.
4,000 " " " " " "	" 8½c.
6,000 " " " " " "	" 8c.
8,000 " " " " " "	" 7c.
10,000 " " " " " "	" 6c.

READING NOTICES.

Under 500 lines,	per line, 20c.
500 lines and over,	" 15c.

ILLUSTRATED SUN.

Per Agate line,	40c.
Reading notices per counted line,	75c.

No discount for term or space.

We do not guarantee position.

ALL CONTRACTS MADE FOR ILLUSTRATED, RUN THROUGH SUNDAY.

Sworn Statement of Circulation.

Average weekly circulation of ILLUSTRATED SUN for six months, ending April 30, 1895, 96,578.

Average weekly circulation of SUNDAY SUN for six months, ending April 30, 1895, 25,272.

JOHN BATES, Pressman.

E. B. WINTER, Business Manager.

Subscribed and sworn to before me, this 7th day of May, A. D., 1895.

[SEAL.]

THOMAS K. HUNT, Notary Public.

C. E. ELLIS, Sole Special Representative,

517 & 518 TEMPLE COURT, NEW YORK.

THREE GREAT CHARACTERISTICS:
ENTERPRISING,
PATRIOTIC,
RELIABLE.

—
...The...

Baltimore American

Baltimore, Maryland.

—
**Unsurpassed as an Advertising Medium, and among
one of the oldest Papers in America,
being founded in 1773.**

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday, - - 100,000

Daily, - - 40,000

Twice-a-week, - 45,000

A. FRANK RICHARDSON,

Tribune Building,
New York.

Chamber of Commerce,
Chicago.

The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

.....●●●●●.....

KNOWN CIRCULATION:

<i>Daily, Exceeding</i>	=	14,000
<i>Sunday, Exceeding</i>	=	15,000
<i>Weekly, Exceeding</i>	=	15,000

.....●●●●●.....

A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

Chicago's

*Finest Systems of Street Cars
are those of the*

North and West Sides.

Annual traffic over 165,000,000.



The Advertising

is controlled by

CARLETON

AND KISSAM.

*Service and appearance of cars
the best in the city.*

Office: 87 and 89 Washington St.



FUNNY THINGS

There are a lot of funny things in the world, but the funniest of all is that some really good, shrewd business

men worry and work and lose sleep over the details of their advertising when we are ready to take it all off of their hands.

We can do better advertising and do it cheaper. The preparation of attractive ads is half the battle—proper placing is the other half. The best writers and artists work for us, and 30 years has taught us all the ins and outs of “placing.”

Write to us about it.

The Geo. P. Rowell Advertising Co.,

10 Spruce Street, New York.

